

2015 Sponsorship & Advertising Opportunities



Town of Erie | Parks & Recreation

ERIE, COLORADO



National Gold Medal
Award Winner - 2013



Nationally Accredited
Agency - 2012

Updated: March 26, 2015

Reach your demographic and tap into the active Erie community. The Town of Erie works with companies, large and small, to create valuable impressions for your business. Be a part of this rapidly growing community and reach your demographic through creative and innovative methods! Show the community that your organization shares the same mission as the Town of Erie and strives to *build community through exceptional parks, open spaces, trails, facilities, programs, and services.*

ERIE HOUSING STATISTICS - 2015

Avg. Single Family Price	\$450,867
Avg. Multi-Family Price	\$195,000
Avg. 2 Bedroom/1 Bath Rental	\$1,315
Avg. 3 Bedroom/2 Bath Rental	\$2,140

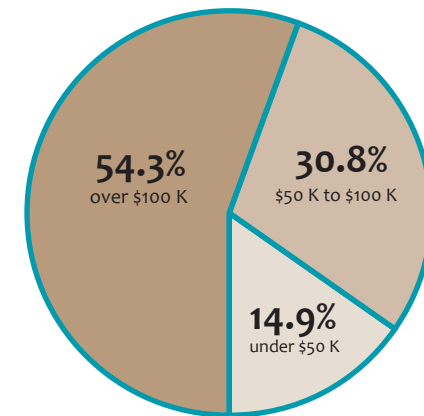
ERIE QUICK FACTS - 2015

Population - 2015	22,000
Median Age	36.9
Median Household Income	\$103,800
Planning Area Square Miles	48
Incorporated Square Miles	19.5
Acres of Parks & Open Space	800
Services : Police, Water, Sewer, Street, Storm Drainage, Airport, Parks, Recreation, Open Space	
Operating Budget - 2014	\$48,393,622
Households	7,330
Population Estimate - 2025	40,680

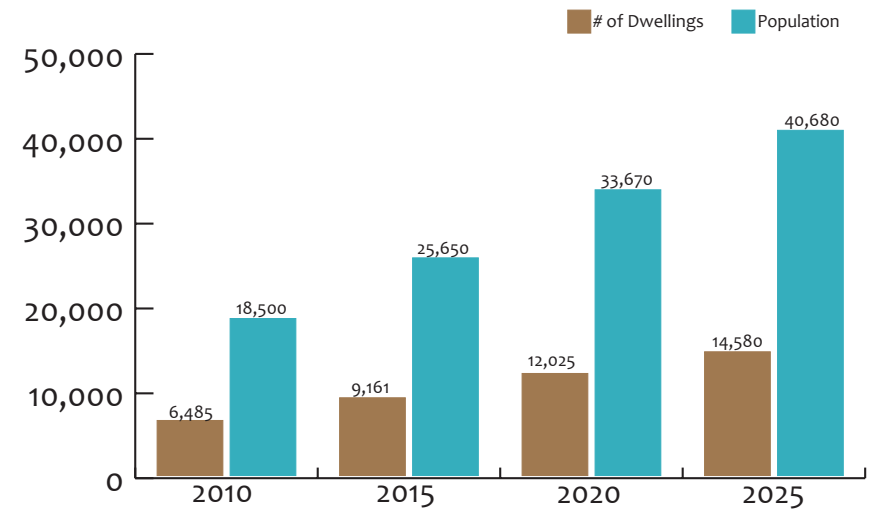
MEDIAN HOUSEHOLD INCOME - 2015

Erie	Denver	Colorado	US
\$103,800	\$50,313	\$58,433	\$51,371

ERIE MEDIAN HOUSEHOLD INCOME - 2015



ERIE HOUSEHOLD & POPULATION ESTIMATES



Community Partner

Our Mission

The Parks & Recreation Department builds community through the delivery of exceptional parks, open spaces, trails, facilities, programs, and services.



The Community Partner relationship goes beyond a single venue or event. By partnering with the Town, companies support our mission and demonstrate their involvement within the community. It is our aim to ensure that Community Partners help us enhance the level of service we provide to our residents and visitors to Erie while providing valuable exposure for each partner.

What can our partners expect from us?

The Town has a reputation for excellent guest service, responsiveness to our residents' needs and fiscal responsibility. When an existing or potential community member associates your business with the Town, we are confident the relationship will reflect favorably on you! With a community partnership, you will receive the following benefits:

Community Partnership Option 1: \$3,500

- One (1) company-provided banner (3'H x 6'W) to be hung in the gym/indoor track at the Erie Community Center for one (1) year
- One (1) 30 second ad on the eBoard in the lobby at the Erie Community Center; to run approximately 130-200 times per day for one (1) year
- Two (2) company-provided banners (5'H x 8'W) to be hung at either the North, South, East (Championship Field) or West ballfield at The Ballpark at Erie from March 15 - November 15
- Company logo and website pass-through rights on www.erieco.gov/specialevents for one (1) year
- Twenty (20) day passes to the Erie Community Center valid for one (1) year

Community Partnership Option 2: \$2,000

- One (1) company-provided banner (3'H x 6'W) to be hung in the gym/indoor track at the Erie Community Center for one (1) year
- One (1) 30 second ad on the eBoard in the lobby at the Erie Community Center; to run approximately 130-200 times per day for one (1) year
- Ten (10) day passes to the Erie Community Center valid for one (1) year

If interested please contact Ashley Burger at 303.926.2541 or aburger@erieco.gov for more information

Sponsorship Packages

The Town of Erie Parks & Recreation Department offers the following sponsorship packages to fit your marketing needs.
Pick your level, pick your event(s) or mix and match as you see fit.

GOLD LEVEL \$1,000

- Presenting status to be included on event flyers and ads
- Company logo and website pass-through rights on www.erieco.gov/specialevents for 60 days before and 30 days after event
- Company provided slideshow or banner to be displayed at event
- Company name mentioned before event
- Company logo on giveaway items provided by company (minimum 200)
- One (1) 10' x 10' booth space at event, including one (1) table and two (2) chairs
- Twenty (20) day passes to the Erie Community Center



BRONZE LEVEL \$250

- Company logo on event flyers and ads
- Company name mentioned before event
- Five (5) day passes to the Erie Community Center



Become A Sponsor!

SILVER LEVEL \$500

- Company logo on event flyers and ads
- Company name mentioned before event
- Company logo on giveaway items provided by company (minimum 200)
- One (1) 10' x 10' booth space at event, including one (1) table and two (2) chairs
- Ten (10) day passes to the Erie Community Center



Please note, sponsorship packages are based on calendar year.



August 29 - 30

This nature-based family-oriented event was created to encourage the residents of Erie to embrace the outdoors and experience the adventure of camping. Participants enjoy all that an over-night camping experience has to offer, plus other activities such as a climbing wall, kayak pond, and many environmental educational exhibits, contests and more! In 2014 this event had 752 people in attendance with the possibility of hosting 984 participants. In its sixth year, this exciting event will take place on Saturday and Sunday, August 29 - 30 and will be lots of fun for the whole family.



PLATINUM LEVEL EVENT SPONSOR \$1,500 (1 sponsorship available)

- Recognition as presenting sponsor: “The Great Erie Outdoor Adventure Presented by Your Company Name/Logo”
- Presenting status to be included on event flyers and ads
- Company-provided banner at event
- Company name mentioned during event
- Company logo and website pass-through rights on www.erieco.gov/specialevents for 60 days before and 30 days after event
- Company logo on giveaway items provided by company (minimum 200)
- One (1) 10’ x 10’ booth space at event, including one (1) table and two (2) chairs
- First right of refusal for 2016

Gold, Silver, and Bronze Sponsorship Packages are also available for this event

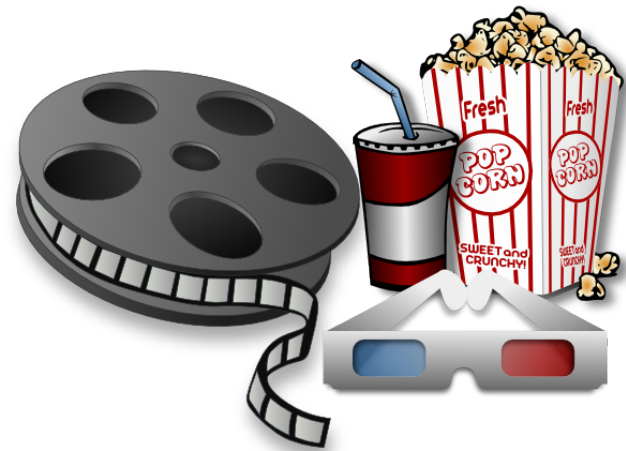


Movies in the Park

June 13 & August 29

Movies in the Park present two great opportunities for friends and family to gather at the Erie Community Park for a relaxing evening of outdoor entertainment on the big screen. Local residents and visitors to Erie bring lawn chairs and blankets so they can watch a spectacular sunset and a screening of a movie selected by popular demand. This year, Movies in the Park will take place on June 13 and August 29 from 7:30 - 10:00 pm!

The movie on August 29 runs in conjunction with The Great Erie Outdoor Adventure event. Sponsorships includes both movies.



Additional Events

The Town of Erie produces several other events throughout the year. Businesses and organizations may sponsor these events or provide volunteers and/or in-kind donations. Additional events for 2015 include the following:

9Health Fair

April 18: 7:00 am - 12:00 pm

Hundreds of people from the surrounding area attend the 9Health Fair at the Erie Community Center to find out vital medical information. The 9Health Fair has been providing low cost blood chemistry and health screenings for the past 30 years.

Sponsors, participant and volunteer food/drinks are needed.

Arbor Day & Earth Day Celebration

April 25: 10:00 am - 12:00 pm, Longs Peak Park

In addition to planting trees at the park, all those who attend will have the opportunity to win prizes, learn about earth-friendly practices, create crafts, and more!

Sponsors, vendors, and giveaways are needed.

Fishing Clinic

May 9: 9:00 am - 12:00 pm, Thomas Reservoir

Local residents come out to Thomas Reservoir for some fishing fun! Parents bring their kids to learn about fishing, casting and baiting techniques. This event is fun for the whole family!

Sponsors, vendors, and giveaways are needed.



Bike to Work Day

June 24: 6:30 - 8:30 am, Erie Community Park

Erie residents put their car keys away, hop on their bikes and stop at the Erie Community Park for breakfast before riding to work. **Sponsors, vendors, participant food/drinks, and giveaways are needed.**

Trunk or Treat

October 24: 3:30 - 5:30 pm

Instead of going trick or treating door to door, the children of Erie go trunk to trunk! Erie families bring their ghouls and goblins out to the Erie Community Center to gather goodies from vehicles that line the parking lot for this year's 8th annual event.

Trunks needed.

Holiday CookieFest

December 21: 1:00 - 3:00 pm

Children from the Erie community, ages 5-10, gather at the Erie Community Center for cookie decorating, holiday crafts, storytelling and more! **Sponsors, volunteers, cookies, other food/drinks and craft supplies are needed.**

Volunteer Opportunities

For volunteer opportunities with the Town please email us at volunteer@erieco.gov.

Opportunities available include:

- Special Events
- Youth Sports Coaching
- Parks Projects
- Active Adult 60+ Programs

Sponsorship Commitment Form

Please indicate your level of commitment with the appropriate sponsorship opportunity with the Town of Erie. Payment plans available. Payment can be made in cash, check or credit card (Visa, MasterCard and American Express). Checks should be made payable to: Town of Erie. All banners must be neat and clean and are subject to approval. A high resolution color and black/white logo must be provided for all sponsorships. This is a request form only; sponsors will be required to sign an agreement once request is approved. Please note, sponsorship packages are based on calendar year.

Please return form to: Cindy Hickman, Recreation Coordinator; PO Box 1110; Erie, CO 80516; or email to: chickman@erieco.gov; or fax to: 303.828.0661

THANK YOU!

Sponsorship Packages Available

- | | | |
|---|---------|----------|
| <input type="checkbox"/> GEOA Platinum Level: | \$1,500 | \$ _____ |
| <input type="checkbox"/> Gold Level: | \$1,000 | \$ _____ |
| <input type="checkbox"/> Silver Level: | \$500 | \$ _____ |
| <input type="checkbox"/> Bronze Level: | \$250 | \$ _____ |

Sponsorship Total: \$ _____

Event to Sponsor: _____

(please fill out one form per event you would like to sponsor)

CONTACT INFORMATION

Name of Business/Company: _____

Contact Name: _____

Address: _____

Work Phone: _____

Cell Phone: _____

Email (required): _____

Signature: _____

Date: _____

**Note: A Sponsorship Agreement
reflecting all approved commitments
will be prepared and executed.**

STAFF USE ONLY

Date Received: _____

Contract Signed: _____

Notes: _____



TOWN OF ERIE

ADVERTISING OPPORTUNITIES

YOUTH SPORTS UNIFORMS

Advertise your business on our youth sports uniforms. A one color logo will be printed on youth T-shirts/jerseys (one business per season). Hundreds of participants per season/sport.

Per sport/season: \$1,000

Opportunities include:

- Soccer (Spring 2015)
- Flag Football (Fall 2015)
- Baseball/Softball (Summer 2015)
- Soccer (Fall 2015)
- Volleyball (Fall 2015)
- Basketball (Winter/Spring 2016)

ELECTRONIC MESSAGE BOARD (EBOARD)

A prominent electronic message board is located in the main lobby of the Center. Ads are displayed for 30 seconds approximately 130-200 times per day. Artwork (provided by advertiser and submitted in .jpg format, 640 x 480) must be approved by the Town.

Ads may be replaced by advertiser a maximum of one time per month for 6 or 12 month agreements.

- 3 months: \$300
- 6 months: \$500
- 12 months: \$1,000

PET WASTE BAG STATION

There are approximately 32 pet waste bag stations located throughout parks that are maintained by the Town. A 3 ½"H x 9 ½"W space is available on each station for a sponsorship sign. Artwork and production costs are by the advertiser.

- 12 months: \$40 (per station)

GYM/INDOOR TRACK BANNER

Eight (8) spaces are available in the gym/indoor track to hang a 3'H x 6'W banner. All banners (provided by advertiser) must include fonts and graphics visible from the center of the gym and must be approved by the Town.

- 6 months: \$500
- 12 months: \$1,000

OUTDOOR BANNER

There are sixteen (16) 5'H x 8'W banner spaces available on one or more of the four (4) ballfield outfield fences for premium exposure. All banners (provided by advertiser) must include fonts and graphics visible from the center of the complex and must be approved by the Town. Banners displayed from March 15 - October 15. We are anticipating over 8,000 participants and spectators at the ball park annually.

- 1 banner: \$500
- 2 banners: \$300 each
- 3+ banners: \$200 each

OUTDOOR SCOREBOARD

Each scoreboard offers two 3'H x 4'W prominent spaces for advertising (total 8 spaces available, 2 on each field). We are anticipating over 8,000 participants and spectators at the ball park annually.

- 1 spot: \$750
- 2 spots: \$500 each
- 3+ spots: \$300 each

For more information contact Ashley Burger at
303.926.2541 OR aburger@erieco.gov

Advertising Commitment Form

Please indicate your level of commitment with the appropriate advertising opportunity with the Town of Erie.
Payment plans available. Payment can be made in cash, check or credit card (Visa, MasterCard and American Express).

Checks should be made payable to: Town of Erie.

This is a request form only; sponsors will be contacted once request is approved.

Please return form to: Ashley Burger, Administrative Assistant; PO Box 1110; Erie, CO 80516; or email to: aburger@erieco.gov; or fax to: 303.828.0661

Sports Uniforms

<input type="checkbox"/> Soccer (Spring 2015) - 500 participants in 2014	Deadline: February 23, 2015	\$1,000
<input type="checkbox"/> Baseball/Softball (Summer 2015) - 580 participants in 2014	Deadline: March 23, 2015	\$1,000
<input type="checkbox"/> Volleyball (Fall 2015) - 110 participants in 2014	Deadline: August 17, 2015	\$1,000
<input type="checkbox"/> Flag Football (Fall 2015) - 235 participants in 2014	Deadline: August 17, 2015	\$1,000
<input type="checkbox"/> Soccer (Fall 2015) - 385 participants in 2014	Deadline: August 17, 2015	\$1,000
<input type="checkbox"/> Basketball (Winter/Spring 2016) - 450 participants in 2014	Deadline: November 2, 2015	\$1,000

Outdoor Banner

<input type="checkbox"/> 1 Banner	\$500
<input type="checkbox"/> 2 Banners	\$300/each
<input type="checkbox"/> 3+ Banners	\$200/each

Outdoor Scoreboard

<input type="checkbox"/> 1 Spot	\$750
<input type="checkbox"/> 2 Spots	\$500/each
<input type="checkbox"/> 3+ Spots	\$300/each

Electronic Message Board (eBoard)

<input type="checkbox"/> 3 Months	\$300
<input type="checkbox"/> 6 Months	\$500
<input type="checkbox"/> 12 Months	\$1,000

Gym/Indoor Track Banner

<input type="checkbox"/> 6 Months	\$500
<input type="checkbox"/> 12 Months	\$1,000

Pet Waste Bag Station

<input type="checkbox"/> 12 Months	\$40 (per station)
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Total Advertising: \$ _____

CONTACT INFORMATION

Name of Business/Company: _____

Contact Name: _____

Address: _____

Work Phone: _____

Cell Phone: _____

Email (required): _____

Signature: _____

Date: _____

STAFF USE ONLY

Date Received: _____

Notes: _____

Thank You to Our 2014 Sponsors

Community Partner:



Sponsors & Advertisers:



If you would like to partner with the Town of Erie, please contact:

Advertising

Ashley Burger | Administrative Assistant
TEL 303.926.2541 | aburger@erieco.gov

Sponsorships

Cindy Hickman | Recreation Coordinator
TEL 303.926.2795 | chickman@erieco.gov

Special Events and Donations

Michelle Mendoza | Special Event Specialist
TEL 303.926.2793 | mmendoza@erieco.gov or visit www.erieco.gov/specialevents

Town of Erie
Parks & Recreation Department
450 Powers Street | P.O. Box 1110
Erie, CO 80516

